



FOR IMMEDIATE RELEASE

LIGHTFAIR INTRODUCES IALD-CURATED IMMERSIVE LIGHTING INSTALLATIONS AT TRADE SHOW Entries due November 7

NEW YORK – November 3, 2022 – For its 2023 edition, LightFair has partnered with IALD to introduce a new “Immersive Lighting Installation” program, with four *Circular Economy*-themed lighting installations to be featured at the Trade Show, May 23 – 25, 2023, at the Jacob K. Javits Convention Center in New York. Participation is open to architectural and commercial lighting manufacturers, with submissions due by Monday, November 7.

“Led and curated by IALD, the Immersive Lighting Installations program introduces a new way for LightFair attendees to see, experience and learn about lighting and aligns with our strategy to expand and amplify our reach to the lighting design audience,” said Dan Darby, show director. “LightFair stays on the cutting-edge of new experiences and product discovery, and we are thrilled to work closely with IALD and lighting manufacturers to create a new way to showcase LightFair exhibitors and their products.”

To participate in LightFair’s new interactive program, manufacturers must be focused in architectural and commercial lighting and are required to submit their interest to participate through an online application. Selection will be based on a brief statement of their vision around the theme: *Circular Economy*. Entries will be vetted by LightFair and IALD, with four manufacturers selected and matched with a New York-based lighting design practice **that includes at least one IALD member** to bring their installations to life. At LightFair 2023, a panel of judges will assess all installations for conceptual clarity, collaborative presentation and thematic execution, and one winning manufacturer and design team will be named as the best overall, with prizes including a physical award and exposure in LightFair marketing. Additionally, the winning exhibitor will receive a free 10x10 booth for the 2025 edition of LightFair. The winning designer will receive a Diamond Pass for LightFair 2025.

All entries to participate in the new Immersive Lighting Installation program must be submitted by November 7, and selections on the four participating brands will be made by November 14. Cost of participation for the chosen teams is \$5,500, and each project team will be limited to a \$2,000 budget for materials and sundry items. Registration and program information is at <https://www.lightfair.com/iliparticipation>.

The 2023 LightFair Trade Show and Conference will focus on future-shaping innovations and an incredible attendee experience driven by new product discovery, networking and on-floor education,

Sunday, May 21, through Thursday, May 25, at the Javits Center in New York City. Registration for LightFair 2023 opens February 1, with complimentary Trade Show access for IALD and IES members, at www.lightfair.com.

About LightFair

LightFair, North America's largest architectural and commercial lighting trade show and conference, is owned by the International Association of Lighting Designers (IALD), the Illuminating Engineering Society (IES) and is produced by International Market Centers (IMC). The event is produced and managed by International Market Centers. For more information, visit LightFair.com. Follow LightFair on Facebook, Twitter @lightfair, Instagram @lightfair_international, LinkedIn and YouTube. To stay up to date on lighting industry news leading up to LightFair, visit the LightFair Blog at <https://www.lightfairblog.com/>.

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